

**BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM SUMMARY**

Meeting Date: September 20, 2006

Division: County Administrator

Bulk Item: Yes ☐ No ☒

Department: County Administrator

Staff Contact Person: Connie Cyr

AGENDA ITEM WORDING: Approval of one (1) "At Large" appointment to the Tourist Development Council District II Advisory Committee.

ITEM BACKGROUND: The position was advertised due to the position vacancy resulting from the resignation of Ms. Rosie Ladrie.

PREVIOUS RELEVANT BOCC ACTION: On September 8, 1999, the Board of County Commissioners passed an Ordinance providing for the appointment of "At Large" members to the District Advisory Committee by the Board of County Commissioners.

CONTRACT/AGREEMENT CHANGES:

N/A

STAFF RECOMMENDATIONS: Approval of an appointment.

TOTAL COST: -0-

BUDGETED: Yes ☐ No ☐

COST TO COUNTY: -0-

SOURCE OF FUNDS: _____

REVENUE PRODUCING: Yes ☐ No ☐ **AMOUNT PER MONTH** _____ **Year** _____

APPROVED BY: County Atty _____ OMB/Purchasing _____ Risk Management _____

DOCUMENTATION: Included ☒ Not Required ☐

DISPOSITION: _____

AGENDA ITEM # _____

THE FLORIDA KEYS & KEY WEST
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
Come as you are®

DATE: August 28, 2006

TO: Mr. Tom Willi, County Administrator

FROM: Shirley Gun, Administrative Secretary

RE: **DAC II 'AT LARGE' VACANCY**

Please bring forward the attached District II Advisory Committee "At Large" applications to the September BOCC meeting.

This position was advertised due to the vacancy resulting from the resignation of Ms Rosie Ladrie

"At Large" representative – Any resident who is not directly involved in a tourism business and who shall represent the general public. (The operative word within this description is directly. This word means someone who is not in business nor whose business or economic activity are dependent upon tourists).

Applicants are:

- Ms. Amanda Harden
- Ms. Jennifer O'Brien
- Ms. Katherine Vacarro

Approval of one (1) applicant is requested.

If you should have any questions, please do not hesitate to contact this office on 296-1552.

APPLICATION

DISTRICT

II

ADVISORY COMMITTEE (DAC)

☐

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

☐

TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county

☒

AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME:

Amanda Harnden

ADDRESS:

c/o Habitat for Humanity of Key West and Lower Florida Keys
30320 Overseas Highway, Big Pine Key, FL 33043

TELEPHONE NO.:

(305) 872-4456

FAX NO.: 305-872-4404

E-MAIL:

admin_assist@habikeys.org

INDICATE PREFERENCE FOR DELIVERY OF WELCOME PACK

(A Welcome Pack is sent to applicants who are selected)

Email

☒

Hardcopy

Employment History Nov. 2000- April 2004 Floridakeys.com (internet division of the Citizen) was in this position as

Executive assistant active in tradeshow, customer service to all aspects of the tourism industry/non tourist industry in relation to creating their websites.

April 2004-April 2005 Key West Symphony Orchestra - Executive Assistant - Handled all aspects of marketing, scheduling of musicians for upcoming year, also special events and fundraising, Assistant to Executive Director

April 2005 - Present - Habitat for Humanity of Key West & Lower Florida Keys, Executive Assistant - responsible for all aspects of executive office. This includes liason to public on what Habitat for Humanity is, Disaster Response - currently representative for Habitat with Monroe County EOC and LMS committee along with Bob Calhoun, Exec. Director, creation of marketing and promotional materials, volunteer coordination, grant writing as just a few of the duties that I perform.

Organization/Membership Affiliation(s):

Brief summary as to your qualifications to serve on this committee:

I feel that due to my length of time as a resident of the Lower Florida Keys and with the length of time that I have had with my employees, I have a varied outlook on the Keys. From working in a tourism driving business (Floridakeys.com), to now working with Habitat, a non-profit agency I have a lot of experience and a unique outlook on issues that face the Keys, and a good outlook on those events that could promote the Lower Keys the best and that will translate into money for the Lower Keys. I am currently very involved with my local Lower Keys Chamber and feel that I could bring a lot to the table as an at large member. I look forward to the opportunity to serve my community and to give back what has been given to me through the years. I have made a commitment to make the Lower Keys as this has been my family's home for the past 6 years. The space here is not really a lot of space to list all that I have done and am doing, and I will answer any questions that you may have. Please feel free to contact me at your earliest convenience.

Signature: Amanda Harnden

Date: 8/8/2006

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

Friday AUGUST 25TH. 2006

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
1201 White Street, Suite 102
Key West, Florida 33040
(305) 296-1552 (telephone)/(305) 296-0788 (fax)**



LOWER KEYS CHAMBER OF COMMERCE

P.O. Box 430511
31020 Overseas Highway
Mile Marker 31
Big Pine Key, FL 33043-0511

Phone: (305) 872-2411 or (800) 872-3722 Fax: (305) 872-0752
Email: lkchamber@aol.com - Website: www.lowerkeyschamber.com

August 23, 2006

Monroe County Tourist Development Council
Ms. Shirley Gunn
1201 White Street, Suite 102
Key West, Florida 33040

To Whom It May Concern:

Please accept this letter of reference for Amanda Harnden. As Executive Director of the Lower Keys Chamber of Commerce, I have had the pleasure of interacting both personally and professionally with Ms. Amanda Harnden of Habitat For Humanity. Amanda, as Executive Administrative Assistant for Habitat is an active member of the Chamber. She supports the Chamber by her attendance at all of the Chamber functions as well as attending the monthly Business Socials and General Membership Meetings.

I have known Amanda for several years and know her to be a leader, motivator and an exceptional supporter of the Lower Keys community. She is a very bright young woman and shows deep concern and devotion for not only the local residents, but for the business community as well. It has been a pleasure working with Amanda and I feel Amanda would be a great asset. I highly recommend her as an exemplary candidate for the At Large position on the DAC II Advisory Committee.

Sincerely,

Carole Stevens

Carole Stevens
Executive Director

CS/bh

APPLICATION

DISTRICT II ADVISORY COMMITTEE (DAC)

☐

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

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TOURIST-RELATED BUSINESS - shall be persons involved in business which is interdependent upon the tourist industry who have demonstrated an interest in tourist development but who are not owners, operators/managers of motels, hotels, recreational vehicle parks and other tourist accommodations in the county

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AT LARGE - Any resident who is not directly involved in a tourism business and who shall represent the general public (The operative word within this description is directly. This word means someone who is not in business, nor whose business or economic activity are dependent upon tourists).

NAME: Jennifer (Jenny) O'Brien

ADDRESS: 423 Lesrohde Drive, Ramrod Key, FL 33042

TELEPHONE NO.: Work: (305) 293-7118 /
Home: (305) 872-9105 FAX NO.: (305) 296-0758

E-MAIL: jenny@keysbank.com

INDICATE PREFERENCE FOR DELIVERY OF WELCOME PACK

(A Welcome Pack is sent to applicants who are selected)

Email
X

Hardcopy

Employment History: (Please see attached resume for additional details)

First State Bank of the Florida Keys, Key West, Florida: May 2001 - present; current position: Commercial Loan Officer

SunTrust, Gainesville, Florida: September 2001 - December 2001 - Teller

The Third Place Pub & Grille, Gainesville, Florida: February 2000 - October 2000 - Server/Hostess

Montego Bay Food & Spirits, Big Pine Key, Florida: December 1996 - August 1999 - Server/Hostess

Glenn Gray & Associates, Big Pine Key, Florida - Summers 1997 and 1998 - Drafting Design/Office Help

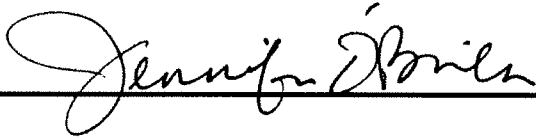
Organization/Membership Affiliation(s): Lower Keys Chamber of Commerce (member via First State Bank), Key West Association of Realtors (affiliate member via First State Bank), Key West Gator Club (Member), University of Florida Alumni Association (Member). I also volunteer community service time in association with several other local civic organizations of which I am not a member, but in association with First State Bank sponsorship and/or assistance to other friends or co-workers who are currently active members; these include Kids Karnival and the Lower Keys Fireworks events organized by the Lower Keys Rotary, Beach Clean-Ups at Bahia Honda sponsored by St. Francis Episcopal Church on Big Pine Key in association with the Keep Florida Clean Adopt-a-Shore program, American Cancer Society's Relay for Life events in association with First State Bank sponsorship, and various other events of which I am not directly associated with via membership.

Brief summary as to your qualifications to serve on this committee:

I have lived in the Lower Keys community

for 20+ years and attended grades K-12 here in Monroe County. Upon graduation from the University of Florida, I returned
to the Lower Keys to start my career, where now four generations of my family have lived. Why this background on me?
Because my history in this community is the very reason I remain committed to the Lower Keys and I want to become more
involved in leadership roles that will have an effect on the local economy and enable me to continue to support and improve
the vitality of our distinct community. I believe that I have lived in the Lower Keys long enough and have now worked
here in a field that seeks to support the local economy long enough that I have an understanding and appreciation of the
needs of this community, thus making me qualified to serve on this committee and assist with recommendations to the
TDC regarding expenditures of the bed tax. I feel that I have a thorough knowledge of many facets of the social and
economical issues facing Monroe County right now and I work well in a group dynamic. My commitment thus far to
this community via my association with the above mentioned organizations is a testament to my willingness to increase
my involvement in leadership within this County and I respectfully request approval by the BOCC to fill the vacant At Large
seat on the DAC II so that I can further my service in a way that can directly affect the betterment of the Lower Keys
economy through support of local tourist related events.

Signature: _____



Date: _____

8/11/06

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

Friday AUGUST 25TH. 2006

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street, Suite 102

Key West, Florida 33040

(305) 296-1552 (telephone)/(305) 296-0788 (fax)

JENNIFER O'BRIEN

423 Les Rohde Drive, Ramrod Key, FL 33042

(305) 942-9698 • (305) 293-7118

jennyo@keysbank.com

OBJECTIVE

To obtain approval from the Monroe County Board of County Commissioners to fill the District II Advisory Committee (DAC II) At Large Representative vacancy.

EXPERIENCE

First State Bank of the Florida Keys, Key West, Florida May 2001 - present

Commercial Loan Officer, June 2004 – present

- Responsible for managing a loan portfolio totaling over \$32 million
- Responsible for having a thorough knowledge of credit policy and sales products
- Responsible for meeting annual production goals

Credit Analyst, June 2002 – June 2004

- Responsible for underwriting of commercial loan requests
- Responsible for annual review of credit files and tracking of exceptions

Teller, May 2001-August 2001, and seasonally through May 2002

- Processed over 150 transactions daily
- Promoted current sales campaigns and made related product referrals

Server, Hostess, February 2000 - October 2000

The Third Place Pub & Grille, Gainesville, Florida

- Responsible for greeting and serving guests and training new employees

Server, Hostess, December 1996 - August 1999

Montego Bay Food & Spirits, Big Pine Key, Florida

- Responsible for greeting and serving guests and training new employees

EDUCATION

Bachelor of Science, Business Administration, May 2002

University of Florida, Gainesville, Florida

Major: **Finance**

G.P.A. 3.87/4.00

Graduated with Honors

TRAINING/CERTIFICATIONS

RMA Structuring Commercial Loans I and II, June 2004, Atlanta, Georgia

RMA Florida School of Commercial Lending, Focus on Fundamentals, May 2003

University of Central Florida Executive Development Center, Orlando, Florida

BAI Loan Review Certificate Course I, September 2002, Chicago, Illinois

AFFILIATIONS

Lower Keys Chamber of Commerce, Member, June 2002 – present

Key West Association of Realtors, Affiliate Member, June 2004 – present

University of Florida Alumni Association, Member, May 2002 – present

Key West Gator Club, Member, May 2002 – present

Alpha Kappa Psi, The International Professional Business Fraternity, Alumni Member

Golden Key National Honor Society, Alumni Member

VOLUNTEER WORK

Various events hosted by the Lower Keys Chamber of Commerce • Lower Keys Rotary's Annual Kid's Karnival • American Cancer Society's Relay for Life • St. Francis Adopt-a-Shore Beach Cleanups • Sugarloaf Volunteer Fire Department's Annual Fish Fry • Various events hosted/sponsored by First State Bank throughout the Keys



August 14, 2006

Tourist Development Council

ATTN: Shirley Gun
Administrative Secretary

RE: Jennifer O'Brien

Dear Ms. Gun:

Please accept this letter of reference for Jennifer O'Brien for the appointment to the District Advisory Counsel. Jennifer is a commercial loan officer for First State Bank's Lower Keys Region, which makes her familiar with the commercial growth and activities of the Lower Keys.

As past president and director of the Lower Keys Chamber of Commerce, I have had the opportunity to work with Jennifer on a professional level as well as a personal level. She is very active within our community and constantly striving to make our community a better place in which to work and live. Jenny is a long time resident of the Lower Keys who graduated from University of Florida and chose to return to the Keys to start her career. Her enthusiasm and dedication to the Lower Keys makes her a perfect candidate for the DAC appointment.

If you have any questions or would like any other information concerning Jennifer O'Brien, please do not hesitate to contact me at 305/872-8838.

Sincerely,

A handwritten signature in cursive script that reads "Shana Casey".

Shana Casey
Asst. Vice President/Branch Manager



LOWER KEYS

CHAMBER OF COMMERCE

P.O. Box 430511
31020 Overseas Highway
Mile Marker 31
Big Pine Key, FL 33043-0511

Phone: (305) 872-2411 or (800) 872-3722 Fax: (305) 872-0752
Email: lkchamber@aol.com - Website: www.lowerkeyschamber.com

August 11, 2006

Monroe County Tourist Development Council
Ms. Shirley Gunn
1201 White Street, Suite 102
Key West, Florida 33040

Dear Shirley,

As the Executive Director of the Lower Keys Chamber of Commerce, I have had the pleasure of associating with Ms. O'Brien of First State Bank. Ms. O'Brien is an active member of the Chamber. She supports the Chamber by her attendance at the many Chamber functions as well as attending the monthly Business Socials and General Membership Meetings .

I have interacted with Ms. O'Brien on countless occasions and know her to be a leader, motivator and an exceptional supporter of the Lower Keys community in her tireless devotion. I highly recommend her as an ideal candidate for the At Large position for the DAC II Advisory Committee.

Sincerely,

Carole Stevens

Carole Stevens
Executive Director

CS/bh

APPLICATION

DISTRICT II ADVISORY COMMITTEE (DAC)☐

LODGING INDUSTRY - shall be owners or operators/managers of motels, hotels recreational vehicle parks or other tourist accommodations in the District which are subject to bed tax

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NAME:

Katherine Vaccaro

ADDRESS:

29036 Magnolia Ln Big Pine Key 33043

TELEPHONE NO.:

(305) 872-7564

FAX NO.:

Same

E-MAIL:

keo9@bellsouth.net

INDICATE PREFERENCE FOR DELIVERY OF WELCOME PACK

(A Welcome Pack is sent to applicants who are selected)

Email

☒

Hardcopy

Employment History:

Extensive PR, Marketing and writing background (see attached resume). Currently sell advertising and write a monthly column for the News-Barometer, Steve Estes, editor

Organization/Membership Affiliation(s):

Board member, Big Pine Key Botanical Society; PR/organizational liaison for "For Writers Only" a semi-monthly writing group at BPK library; Teach t'ai chi on BPK as a community service; see resume for prev.

Brief summary as to your qualifications to serve on this committee:

25-year career
in PR & Marketing, most of it with Sprint.
Extensive community service background, including
board service and presidencies. Strong local
involvement since moving to the Keys full time
in 04 (Have owned a house here since '01).
Current involvement in local newspaper keeps
me abreast of current issues, business
concerns, etc.

Signature:

Kathleen E. Vaccaro

Date:

8/25/06

APPLICATION TO BE RECEIVED NO LATER THAN 5:00 P.M.,

Friday AUGUST 25TH, 2006

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

1201 White Street, Suite 102

Key West, Florida 33040

(305) 296-1552 (telephone)/(305) 296-0788 (fax)

Katherine Vaccaro
29036 Magnolia
Big Pine Key, FL 33043-6014

Phone/Fax: 305-872-7564

email: keo9@bellsouth.net

Professional Summary

Marketing professional with more than 20 years of progressive and diverse experience. Special expertise in writing, editing and project management. Demonstrated success in client relations and presentations. Team player with proven ability to work under pressure and meet deadlines.

Public Relations

- Created an award-winning literacy program that increased local non-profit enrollment by 10% and gained significant media attention for the corporate sponsor. Based on initial success, program has rolled out to over 50 additional markets.
- Managed a branding transition that built product usage from 10 points below to 10 points above the competition.
- Handled delicate media relations issues, turning potential negative stories into positive coverage.
- Decreased cost of "thanking" key customers by 25% while reaching four times more clients. Tripled positive feedback compared to old recognition system.
- Wrote a customer handbook that cut cost of providing required information by more than 50% and was requested by nearly 250,000 customers (25% of client base).

Marketing

- Introduced a call-tracking program that helped sales force prove greater return-on-investment compared to the competition.
- Consolidated dissimilar recycling programs into a national plan that lowered costs while boosting coverage to 85% of distribution.
- Conducted multiple agency reviews that increased efficiency in both cost and performance.
- Unified scattershot advertising messages under a single state-wide theme, employing television for the first time. Increased brand awareness while decreasing overall costs.

Katherine Vaccaro, page 2 of 2

Work History

Account Executive Advertising sales for Lower Keys News-Barometer	2004 – 2006
Writer/editor Monthly contributor to the Lower Keys <i>News-Barometer</i>	2000 – 2006
Central Florida YMCA Part-time fitness trainer	2000 – 2003
Sprint Corporation, Orlando, FL Sprint Publishing & Advertising (1987-2000) Managed PR and marketing support in the nation's most competitive yellow pages market. Key liaison with sales agent Reuben H. Donnelley and Sprint local telephone division for \$30+ million product group. Sprint (United Telephone) (1979-87) Responsible for advertising, branding and internal communications.	1979 – 2000
US Army Training and Doctrine Command Public Affairs Intern (Civil Service) Assignments in media and community relations, internal and external communications, radio/television, technical editing and administration.	1977-79

Education and Certification

Accredited in Public Relations (APR) and Certified Public Relations Counselor (CPRC)
Professional certifications requiring practitioners to first earn APR via a written and oral examination. CPRC designees take an additional examination on public relations case studies. CPRC must be maintained through yearly proof of professional development and leadership.

BA in English with High Honors, College of William and Mary

Leadership Orlando Graduate, Orlando Regional Chamber of Commerce

Defense Information School, Ft. Benjamin Harrison, IN, 1978 -- 6 week course in all aspects of PR.

Key Memberships and Recognition

Florida Public Relations Association - Counselor's Network member; Golden Image Awards: multiple recognition for outstanding programs at both local and state levels, including Grand Award for Printed Communications.

Adult Literacy League – President and Board Chair, 2000 - 2001; received Vision Award from Florida Literacy Coalition and ACE Business Partners award, both for Sprint for Literacy project.

Florida Executive Women, 1999 President – oversaw organization's first-ever bylaws update.